

Hair Trends

A Chic Change—Transform Haircolor With Expert Tips And Quality Products

(NAPSA)—It's easier than ever to make a commitment to achieving natural-looking haircolor with long-lasting benefits. Whether looking to enhance color, cover grays or change shades, there are a variety of award-winning products available today. According to Clairol Color Director Jason Backe, "Haircolor is one of the simplest ways to achieve a total makeover—it's an artistic expression of personal beauty and a great way to invest in your look." Backe, the go-to colorist for celebrities like Anne Hathaway and Kim Raver, and CEO of ted gibson salon, shares tips on affordable, high-quality haircolor makeovers.

What is the secret to at-home haircolor?

"Spending a few extra dollars at the shelf for products with guarantees and carefully crafted shade palettes will pay off in the long run. Haircolor should always be easy to apply and give a natural-looking, long-lasting result. I like Perfect 10 by Nice 'n Easy, one of the biggest beauty breakthroughs this year and a product with the benefits women crave. Perfect 10 gives high-gloss, high-shine color and 100 percent gray coverage in just 10 minutes. The patented comb applicator allows for quick, precise application and also gives full and even root-to-tip coverage."

How can I find a product and a shade that is right for me?

"When deciding between products, I recommend the award-winners or products featuring a beauty seal of approval from magazines



It's easy to achieve natural-looking haircolor at home. Be sure to pick a shade that complements your complexion and eyes.

like *Allure*. You know these products have been tried and proven effective by beauty experts. Haircolor shades should enhance your skin tone and complement your eyes. The shade should be within two shades—lighter or darker—of your natural color. Cool colors work best with pink and olive complexions while golden tones shine when paired with tan skin and light eyes or medium skin and dark eyes. This is especially important during the start of the year, when skin tones tend to need a boost."

What is the best way to apply haircolor?

"I prefer haircolor with non-drip formulas and easy-to-use tools such as applicator combs or brushes. Choosing a product with these tools will save you time and give a better end result. Start application near the nape of the

neck and work to the front hairline. When touching up color, apply directly to the roots, hairline and temples."

What can I do for routine haircolor upkeep?

"To care for your new look, try a maintenance product that rids the part, temple and forehead areas of roots or pesky grays. A product like Nice 'n Easy Root Touch-Up, a best-in-beauty winner for root coverage, gets rid of pesky roots or grays in a snap! It works in just 10 minutes, easily fitting into morning routines."

Does color-treated hair need special maintenance or treatment?

"Treat haircolor with special care—like a favorite cashmere sweater. Haircolor stays fresh and maintains radiance and shine with a notable product like Pantene Pro-V Expressions Shampoo with Liquid Crystals. The Pro-Vitamin formula with patented liquid crystal technology creates a protective layer on the hair shaft that helps repel water and condition hair to help keep vibrant color radiant.

"Achieving a beauty transformation or routine upkeep can be affordable and effortless this year by choosing award-winning, high-quality products available in stores today," says Backe.

For more information about *Allure* magazine's "Best of Beauty" Award Winners—Perfect 10 by Nice 'n Easy, Nice 'n Easy Root Touch-Up, and Pantene Pro-V Expressions—please visit www.clairol.com and www.pantene.com/expressions.